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An Analysis on Relationship Between Brand Awareness and Repeat Purchase

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ABSTRACT

The majority of the country's revenue is generated by sales. The selling strategy adopted by various producers is with the aim of maximising their profit. By adapting to different methodologies of marketing, the producer aims to reach the consumers' minds and tries to place their product with a unique brand name. With the adoption of various technologies and innovations, the producers try to retain their product in the market with a positive market value (branding). Thus, the study, titled "A Study on the Relationship between Brand Awareness and Repeat Purchase," aims to investigate whether there is a clear link between product brand creation or brand awareness and consumers' repeated purchase decisions. To investigate the study, a questionnaire was employed as a major data gathering tool from 100 active customers. For the purpose of analysing the study in a detailed manner, statistical tools such as ANOVA and chi-square have been used to extract the appropriate results from the study. From the analysis, the study interpreted that awareness influencing factors such as reliability, self-esteem, and brand image have no significant difference with the gender and their buying decision of the product. In addition to that, the study further highlights that influencing factors such as television, newspapers, social media, and websites have no direct association with the occupation of the consumer and don't affect the buying decision of the customer.

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1.0 INTRODUCTION

Every producer plays an important role in reaching their final consumers. The growth attained by producers through the way of sales will create an impact on the minds of the consumer with the separate identity of the frame name, which is known as "BRAND". A brand is a unique set of qualities that can be differentiated from other products or services. The process of creating products

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with different personalities and qualities is termed “branding”. Branding is considered the main strategic tool in differentiating competitive products. With updates and upgrades, such created brand names of a product should be circulated among end users. Thus, brand awareness is the process of monitoring the typical perception of the consumer and measuring the reach of a brand in a quantitative manner. The interdependence of brand awareness is tied to the decision-making process as well as marketing efforts and well-developed strategies. The aim of improving the marketing strategy is to reach the next level and see sales progress. Thus, an improved marketing strategy should result in the product's reach and add value to the brand's loyalty programme. There is a connecting link between marketing strategy, brand loyalty, brand perception, and brand recognition. The intent factor to reach the consumer is through the way of influencing the product in their mind through the updated technology of awareness, which acts as a loyalty booster and leads to purchase simultaneously. It's hard to replace the existing brand for the customer, which gives an update on knowledge about the product and creates an impact of repetitive usage of the product, and thus the repetitive purchase will increase the loyalty towards the brand among the existing customer for the product. There is a flawless relationship that exists between the awareness creation about the brand and purchase behaviour, which leads to a positive impression in the minds of the existing users of the product as a result of the repetitive purchase of the product in their daily lives.

1.1 Literature Review

[Hoyer and Brown \(1990\)](#) attempt to investigate the influence of brand knowledge on product choice for a frequent repeat buy product. According to the study, enhancing brand awareness is a realistic advertising technique for increasing brand choice probability. According to the survey, when there are quality disparities between rival brands, buyers are prepared to spend a higher price than typical.

[Bornmark, Göransson and Svensson \(2006\)](#) performed a study to demonstrate the impact of brand awareness in brand choice. The study emphasized the importance of determining one of the key objectives, if there was any variation in purchasing behaviour between selected civilizations. According to the study, quality has a bigger impact on brand choice than brand recognition. Thus, there was no difference in purchasing behaviour between civilizations, and no difference in purchasing behaviour can be stated.

[Shahid, Hussain and Zafar \(2017\)](#) conducted research on the impact of brand awareness on consumer purchase intentions. The study highlighted the relationship between brand awareness and consumer buying behaviour. The study concludes that customers always hesitate in buying new products. To keep the customer aware of their brand, the company will always try to influence and advertise more to promote their brand of the product.

According to [Macdonald and Sharp \(2000\)](#), they try to highlight the Impact of brand awareness on consumer repeat purchase decisions. According to the survey, when we selected well-known brands as targets, there was a tendency to prefer famous brands, although there were differences in quality and price. The study concludes by stating that perception differences appear to have a very strong influence on the brands that customers choose to buy products from again. There exists a strong tendency to utilise the product's awareness in their consistent purchase of the product.

1.2 Research Gap

In the study it has taken into consideration of two major factor which try to influence the buying decision of the consumer, whereas in the reference studies the various considerable factors

as taken together to test the buying decision through the awareness derived by the consumer about the product.

1.3 Objectives of the Study

- To measure whether there is an increase in usage of the branded products by its awareness.
- To know whether awareness of products influences the consumer buying decision.
- To identify the advantage and limitations of brand awareness.

2.0 RESEARCH METHODOLOGY

Information was collected in this study using a primary data questionnaire method. The data collected has been directly extracted from 100 consumers and the responses, suggestions and perception of the consumers were taken into consideration for the study purpose.

3.0 DATA ANALYSIS

3.1 To Test Whether Awareness of the Product Influences Buying Decisions of the Consumer

- **H₀:** There is no significant difference between awareness influencing factor and gender in buying decision of consumer.
- **H₁:** There is significant difference between awareness influencing factor and gender in buying decision of consumer.

Table 1 – Result of ANOVA

		Sum of Squares	df	Square Mean Value	F	Sig.
The Consistency of the branded product is good	Between Groups	.013	1	.013	2.587	.114
	Within Groups	.268	54	.005		
	Total	.281	55			
The quality of the branded product is good	Between Groups	.000	1	.000	.000	.985
	Within Groups	.248	54	.005		
	Total	.248	55			
The brand image enhances my self esteem	Between Groups	.004	1	.004	.421	.519
	Within Groups	.498	54	.009		
	Total	.502	55			
I would recommend branded products	Between Groups	.000	1	.000	.016	.899
	Within Groups	.420	54	.008		
	Total	.420	55			
I use branded products because they are most available	Between Groups	.001	1	.001	.045	.832
	Within Groups	.599	54	.011		
	Total	.599	55			

Source: Primary data

From the Table 1, it is evident by the application of the ANOVA test to study the significant difference between gender and awareness influencing factors: The reliability of branded products is good. A brand image boosts my self-esteem. We recommend branded products. We use the most readily available branded products. The p-values (0.114, 0.985, 0.519, 0.899, 0.832) are greater than the probability values (0.05). Therefore, the null hypothesis H_0 is accepted for all factors affecting consciousness. Thus, there is no significant difference between factors influencing awareness and gender in purchasing decisions for goods and services.

3.2 Chi -Square Test for Finding Association Between Influencing Factor of Brand and Occupation

- **H_0 :** There is no association difference between influencing factor of brand and occupation.
- **H_1 :** There is association difference between influencing factor of brand and occupation.

Table 2 – Crosstabulation of Influencing Factor of Brand and Occupation

		Occupation					Total
		Business	Self Employed	Others	Government Employee	Private Employee	
What influences you to buy branded products?	Television	0	0	7	0	9	16
	News paper	0	0	0	0	1	1
	Social media	1	3	11	1	12	28
	Website	0	0	1	0	3	4
	Others	0	1	4	0	2	7
Total		1	4	23	1	27	56

Source: Primary data

Table 3 – Result of Chi-square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.745	16	.956
Likelihood Ratio	10.112	16	.861
Linear-by-Linear Association	.889	1	.346
No of Valid Cases	56		

From Table 3, we can see that the p-value for influencer (0.956) is greater than the probability value (0.05). Therefore, the null hypothesis H_0 is accepted. Therefore, there is no association difference between influencer brand and occupation. Every individual influence brand value based on their personal experience and perception in their daily lives. No such factors like television, websites, social media, or newspapers can attract the attention of the consumer.

4.0 FINDINGS OF THE STUDY

From the above analysis, it is evident that the product's awareness doesn't influence the purchase decision of the product by the consumer. The reliability of the consumer or quality of the

brand product or brand image of the product or recommendation of the various such brands doesn't have a significant relationship with the purchase decision of the consumer irrespective of their gender. Influencing factors such as television, social media, websites, and newspapers have no effect on their purchases of branded products. Once consumers are familiar with the product, the distractions of product promotions on various platforms do not deter them from making repeat purchases. Awareness of the product will create the entire coverage of the product's advancement.

5.0 THE STUDY'S LIMITATIONS

- 1) This study will widely cover the buying decisions of customers only in the Chennai district.
- 2) The study took place only for the period of 2 months (September to October).
- 3) Among many factors, the study only considered awareness and influencing factors to learn about consumer purchasing behaviour.
- 4) The study has concentrated only on certain grievances faced by the users of the product in consideration of product awareness.

6.0 FUTURE RESEARCH OPPORTUNITIES

- 1) Before purchasing a product, determine the level of consumer awareness about it.
- 2) To identify the motivating factor for the continuous buying of the product.
- 3) To highlight the problems faced by the users of products in relation to their brand loyalty.
- 4) To understand the factors that will heavily influence a customer's decision to purchase the same product.

7.0 CONCLUSION

Marketing the product will enhance the flexible reach of the product in the consumer's mind. Thus, marketing the product with advanced technology and new methodologies will create a brand image for a particular product. Customers are attached to the brand based on the satisfaction, perception, and quality attained by the product. Creating brand awareness among the consumers will help the producer to market their product up-gradation or update of their methodology, innovation of their implementation, or make the customer aware of the product. By having knowledge of the product, the customer can be able to know the quality improvement that is attached to the brand name. The brand awareness of the product will give consumers the clear-cut advancement done by the producers. Aside from the consumer's repeated purchases, influencing factors such as social media, television, websites, or any other multimedia do not influence their purchase decisions. One of the common things behind their purchase of the branded products will be "customer loyalty". The reliability and self-esteem of the consumer related to brand awareness will have a relationship with their purchase decision.

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